



Brand Guidelines

2020

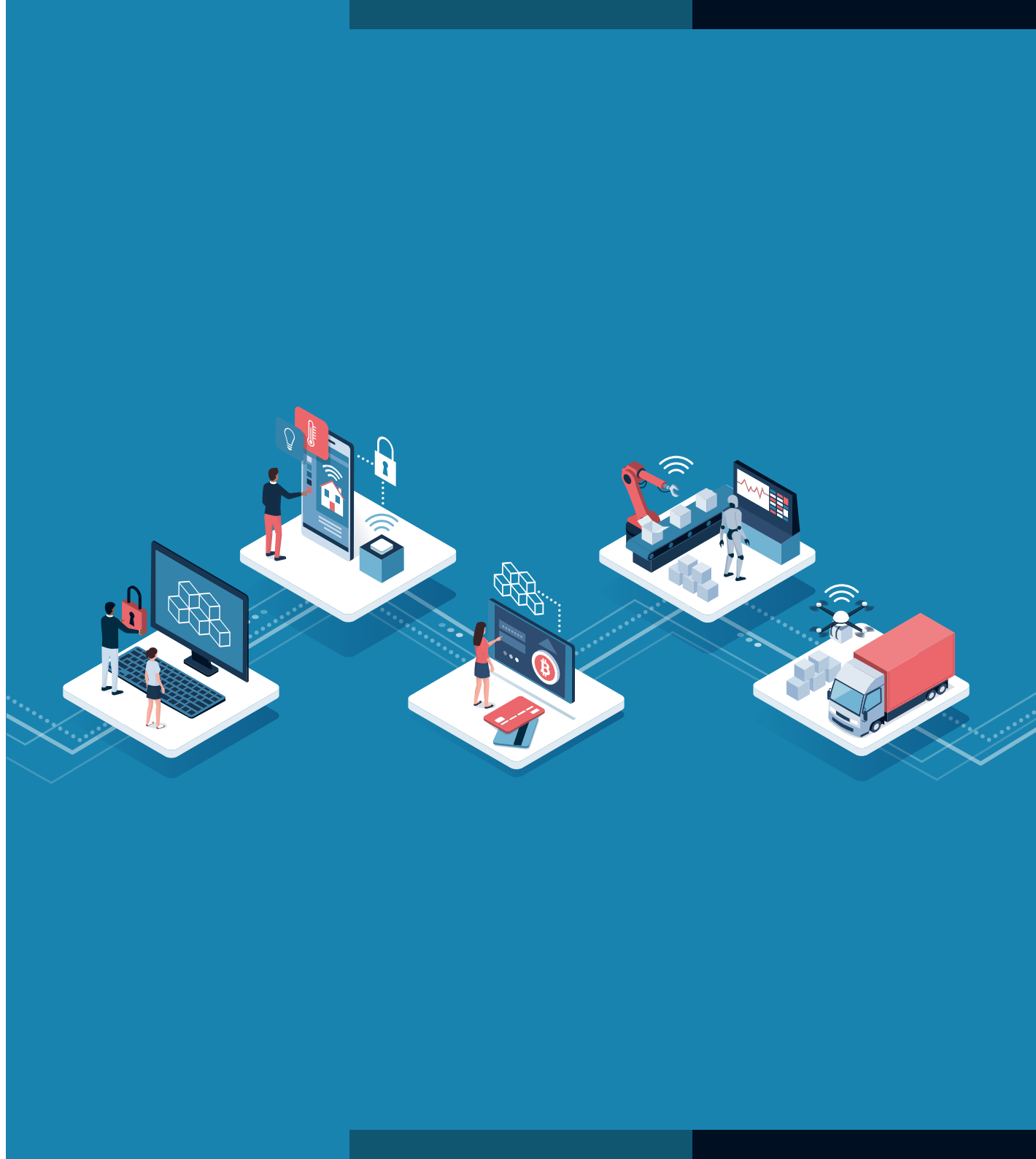


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SELFMAKER SMART SOLUTIONS
BRAND GUIDELINES 2020

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Introduction

SELFMAKER SMART SOLUTIONS
BRAND GUIDELINES 2020

Hi! We have prepared this brandbook as a guide so that all members of the SELFMAKER SMART SOLUTIONS team, community members and other stakeholders are consistent in representing the visual identity of the project.

Compliance with these standards will ensure transparency in our communication because brand strength is based on consistent application of guidelines throughout communication, regardless of the medium.

For questions or support, please contact the SELFMAKER SMART SOLUTIONS marketing team:

SELFMAKER SMART SOLUTIONS MARKETING TEAM

media@selfmakersmartsolutions.com

To make the logo as effective as possible, it should never be changed.

Use only approved logo files received from the SELFMAKER SMART SOLUTIONS team.

Minimal reduction

To maintain full readability, never duplicate a logo with a width of less than 30 mm (for printing) or 120 pixels (for digital).

Logo

SELFMAKER SMART SOLUTIONS
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30 mm
print



120 pixels
digital

There are three approved logo colorways.

Please use only approved logo files.

Logo Color Usage

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Blue / Dark blue for
white / light backgrounds



Blue / White for
medium / dark backgrounds



Blue / Grey for
white backgrounds



Mandatory “clear space” around the logo must be incorporated whenever using the logo.

Please use only approved logo files.

Logo Exclusion Zone

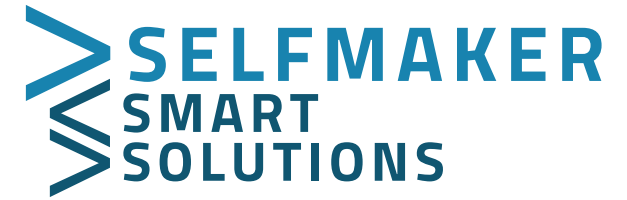
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Logo Incorrect Usage

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Never alter the proportions of the logo



Never stretch or distort the logo



Never alter the logo color



Never use a different typography



The monogram/mark may be used in select instances **with prior approval of the SELFMAKER SMART SOLUTIONS marketing team:**

media@selfmakersmartsolutions.com

Select instances include but are not limited to:

1. Internal-only uses
2. Uses where the brand and brand name are clearly identified elsewhere in-site, like a social media profile photo
3. Select applications with production limitations (e.g. exchange listings, lapel pins)

Please use only approved logo files.

Monogram/Mark

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Mandatory "clear space" around the monogram must be incorporated whenever using the mark.



Color Palette

SELFMAKER SMART SOLUTIONS
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Dark Blue

CMYK 93/57/35/23

RGB 7/83/113

HEX #075371

Blue

CMYK 84/36/16/0

RGB 0/130/177

HEX #0082B1

Grey

CMYK 24/18/18/0

RGB 200/200/200

HEX #2C3136

Uses:

Bold - for headlines and subheads

Regular - for subheads and body copy

Italic - for subheads and callouts

Ss

Titillium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(. , : ; ? ! \$ & @ *) 0 1 2 3 4 5 6 7 8 9

TITILLIUM BOLD Titillium Bold

TITILLIUM REGULAR Titillium Regular

TITILLIUM ITALIC Titillium Italic

Typefaces Print/Web

SELFMAKER SMART SOLUTIONS

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Cobranding is when SELFMAKER SMART SOLUTIONS is marketed with another brand for the purposes of promoting both brands. Always follow the SELFMAKER SMART SOLUTIONS brand guidelines as well as the guidance below, as much as possible and practical.

- Present SELFMAKER SMART SOLUTIONS as the dominant brand by having it on top of or to the left of the partner logo
- The SELFMAKER SMART SOLUTIONS logo and the partner logo should be optically equal in size
- Make sure to respect the exclusion zone

Cobranding

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Support

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BRAND GUIDELINES 2020

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media@selfmakersmartsolutions.com